

# QUARTERLY REPORT SECOND QUARTER – 2005

April 1, 2005 through June 30, 2005

**VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:**

## **1. GROWTH**

**Growth** within the Las Vegas Valley is an increasing concern. **Construction** projects have spread out to further outlining areas creating more **traffic** in areas not yet ready. With the additional population comes concern about the availability of natural resources such as **water** and its **quality** and the possibility of continued **shortages**. The recent rapid increase in property values also has residents carefully watching **real estate** prices and the affordability of owning your own home.

## **2. EDUCATION**

**Education** continues to be an issue of concern for people in our Valley. People are concerned about the following issues: children and teacher's **safety** in and around school; **teen driving**, before during and after school hours; student's required tests and **test scores**; and **school activities** on and off school campuses. With Nevada's biennial legislative session, people are concerned about the state's **budgets** and how our education system will be impacted by our legislator's decisions, including **kindergarten issues** and whether or not there will be all-day kindergarten offered to our children.

## **3. CRIME**

**Crime** is one of the top concerns for residents living in Las Vegas. The lure of the adult atmosphere in our city contributes to the increased rate in **drug and alcohol** abuse....in addition to **DUI** accidents. In recent months, there has been an increase in **vehicular deaths** on southern Nevada roadways. **Safety & Law enforcement** personnel are constantly trying to stay ahead of **terrorism** in our city. Nevada residents are always concerned about their **personal home safety** mainly because of a recent rash of home invasions and **robberies**.

## **4. LIFESTYLES**

It is a busy city we live in, being a 24/7 town with never ending **casinos and gambling**. It is a city also ready to celebrate its 100 birthday with a huge **Centennial Celebration**. However outside of the hustle and bustle, residents are still concerned with their day to day lives. **Health and medical** issues are a major concern for most citizens, and **family issues** are a priority. As the spring and summer months approach, many will engage in multiple **outdoor activities**, including swimming. **Pool safety** will be top of mind as well as the heat our **animals** could endure.

## 5. MONEY ISSUES

As a community with a strong economy base in **tourism**, rising **vehicle gas prices** concern the influx of tourism with possible less people driving in and airlines increasing fares based on gas prices. This in turn would affect the **economy** at a time where rising property taxes based on high property value has increased the **cost of living**.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: *April 11-17, 2005, May 16-22, 2005 and June 6-12, 2005.*

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (5) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (6) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (7) [WWW.KVBC.COM](http://www.kvbc.com), OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

**VALLEY BROADCASTING COMPANY  
ISSUES OF CONCERN RESPONSIVE TO  
THE PROBLEMS, NEEDS AND INTERESTS  
OF CHILDREN 16 YEARS OLD AND UNDER  
IN THE SOUTHERN NEVADA AREA  
FOR THE SECOND QUARTER 2005**

**April 1, 2005 through June 30, 2005**

**1. STRESS**

**Stress** continues to be a serious issue that our Valley's children face daily. Children are concerned about **peer pressure** positive and negative; the pressure to drink **alcohol**, take **drugs**, and start **smoking**; and pressure to have **sex** that could ultimately result in **pregnancy**. Children are often stressed by their **home-life** with family issues including divorce, sibling problems, financial struggles, or even job loss.

**2. SCHOOL**

The **school** year for many Clark County students is winding down. Over the course of the school year many students have had to deal with problems including **bullying**. One way that many children get away from the pressures of the classroom is by participating in after **school activities**. It's not only a place for children to interact and play, but also time set aside for them to do their **homework** with the help of their **friends**.

**3. FEARS**

Kids today face a variety of **fears**. They express their concern for their own **personal safety**; whether it is at home or school, they are worried about the crime and **violence** they see first hand or hear about. **Gangs** and **guns** are still a major concern for kids.

**4. ACTIVITIES**

As Spring and Summer approach kids will engage in more **outdoor activities**, bringing with it more **safety** concerns. The **Community Parks and Recreation organizations** offer many indoor and outdoor activities for kids, some even offering **summer camps**. Kids still express their love of **video games**, which is a great alternative to the extreme hot afternoons.

**VALLEY BROADCASTING COMPANY**  
**QUARTERLY REPORT**  
**2ND QUARTER, 2005**

IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.